## Chiefs Host Denver City In Playoff Contest



| The Friona Chieftains who | first served" basis. |
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NEXT TUESDA Y
Cotton Referendum Is Double-Barrelled Issue


TAKE TROPHY. ... Co-captrains of the Friona Chieftain eleven, Bob Sims and Travis Graves,

## LONGEST IEAD

White Takes Three-Point Lead<br>Into Final Week Of Contest

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## WHAT A HANDSOME PAIR



## -YOU AND A NEW CAR!

Forget your old gas-eater . . . the family "crate" you're ashamed to be seen with. Buy a new car! How? Get a quick, money-saving auto loan here . . . a bank auto loan, with no unexpected extras and easy monthly payments your budget will love!

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## WITH DOUBLE-STRONG CONSTRUCTION

Chevy pickups for ' 66 are built strong to stand up to tough jobs. Cabs, for example, have double-wall roof construction, a rigid double-wall cowl and husky framing around door openings. Lower side panels of Fleetside models are also double-walled. Chassis, too, is designed for extra strength. You can get a $61 / 2-, 8$-, or $9-\mathrm{ft}$. body and a big new 250 -cu.-in. Six. Or specify a rugged 327 -cu.-in. V8. Get a double-strong pickup that's a glutton for work!

NO. 1 WAY TO WORK Talk to your Chevrolet dealer about any type of truck.

Baptist Chur
Baptist Church Sets Special Activities


Renners Host
Antique Meet







Daughter Born To 4 O $^{\prime}$ CLOCK J.R. Castleberrys

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YOUR HOME WITH CLEAN, QUIET, DEPENDABLE ELECTRIC COMFORT HEATING


Time for a KitchenAid dishwasher.


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LETTUCE $-15 \varepsilon$
FLOUR
${ }^{25}$ Pound Bag
(Cotton)
$\$ 2^{29}$
White Swan
SHORTENING
3 Pound Can
Giant Box
OXYDOL
10. of tuat 69¢

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WHITE'S SUPER MARKET
We Give Double Gunn Bros. Stamps Wednesday With $\mathbf{\$ 2 . 5 0}$ Purchase Or More Our Aim Is To Please In Every Way

We Deliver

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|  | $\underset{\text { Frione. Texas }}{\text { ELK }}$ Drue $^{\text {a }} \mathrm{ln}^{\star}$ |  | ROCKWELI EROS. AND CO. Lumber, Paint \& Tools | PIGGLY WIGGIY <br> Friona |
| ADAMS DRILLING CO. <br> WATER WEL DRILING <br> PUMP \& GEAR |  | 대NN | HURST'S <br> DRY GOODS | REEVE CHEVROLET micionili itacriances |
|  | "Poeche Women" |  | GIB'S CIEANERS | frIOMA WHEAT GROWERS |


| 1. <br> PARMER COUNTY PUMP COMPANY <br> B \& J Pumps <br> FRIONA VS DENVER CITY |  | 10. <br> FRIONA MOTORS <br> Parme. County Headquarters For <br> Ford Cars, Trucks, Plekups Tractors \& Used Cars Phone 247-2701 <br> MULESHOE vs PERRYTON |
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| 2. REEVE CHEVROLET <br> Your Authorized Chevrolet Dealer Frigidaire Home Appliances Sales Service DALHART vs IOWA PARK | $=8275=50477^{4} 115 \cdot 115370$ | 11. ETHRIDGE-SPRING <br> Dan Ethridge AGENCY Frank A. Spring BIII Stewart Flake Barber <br> INSURANCE-LOANS <br> Phone 247-2766 <br> TEXAS TECH vs ARKANSAS (TV) |
| 3. <br> BI-WIZE DRUG <br> DRUGS <br> SUNDRIES <br> "Your Rexall Store" <br> Phone 247-3010 <br> Friona <br> KRESS vs IDALOU |  | 12. FRIONA <br> COUNTRY CLUB GIN <br> Jack Tomlin, Mgr. <br> Phone 247-2439 <br> SMU vs BAYLOR |
| 4. PLAINVIEW PRODUCTION CREDIT <br> Robert Neelley Office Mgr. <br> MONTEREY vS LUBBOCK |  | 13. ERIONA <br> CONSUMERS <br> "Your One-Stop Farm Supply Center" Phone 247-2771 Friona RICE vs TCU |
| 5. FRIONA WHEAT GROWERS <br> "Since 1934" <br> Phone 247-3211 <br> Friona <br> GRUVER vs WHITE DEER |  | 14. HUB FERTILIZER CO. <br> HUB--FRIONA <br> Ammonia-Dry Fertilizer-Seed Phosphoric Acid-Farm Chemicals Champlain OII '"DON'T WAIT--FERTILATE!" <br> NOTRE DAME vS MICHIGANST. |
| 6. <br> ADAMS DRILING <br> Raymond Adams <br> Phone 247-2513 <br> BOVINA vs VEGA |  |  |
| 7. Generalgas. DIV. OF TULOMA, INC <br> Marion Fite, Mgr. <br> Phone 247-3325 LAZBUDDIE vs TEXLINE |  | 16. <br> BROOKFIELD DRILING <br> For All Your Drilling Needs Phone 247-2241 Friona TENNESSEE vs KENTUCKY |
| 8. CHESTER GIN <br> New Name But <br> Same Fine Service <br> Phone 247-3185 <br> HEREFORD vs DUMAS | OFFICIAL ENTRY BLANK <br> Select Winners From Games Listed In Advertisements <br> 1. $\qquad$ 10. $\qquad$ <br> 2. $\qquad$ 11. $\qquad$ <br> 3. $\qquad$ 12. $\qquad$ <br> 4. $\qquad$ 13. $\qquad$ <br> 5. $\qquad$ $14 .$ $\qquad$ | 17. <br> HUB GRAIN <br> Phone 265-3215 Hub MISSISSIPPI vs MISS. ST. |
| 9. <br> TRI-COUNTY ELEVATOR <br> Pete Braxion Phone 265-3275 <br> CANYON vs TULIA |  | 18. <br> PARMER COUNTY <br> IIMPLEMENT CO. <br> Your IH Dealer Phone 247-2721 <br> ALABAMA vs AUBURN |

# Chieftains "Get Even" <br> With Winds By 27-0 



## GO, CHIEFS!

We're Backing
You To Win
Bi-District Over
Denver City
Friday Night!

## CUMMINGS FARM STORE





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The Floydada
quarterback The Floydada quarterback
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Whirlwinds had the ball at their Whirlwinds had the ball at their
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Friona intercepted a pass, and Friona intercepted a pass, and
had the ball at the Floydada 19
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ㅍ..JDERN GAS COOKING IS SO EASY
CLEAN COOL DEPENDABLE


A modern Gas range can do anything any range can do and a lot more, too.
Pionor Mitural has compay

## CHEERS FOR THE FHS COACHES



Let's Beat Those Denver City Mustangs To The Bi-District Title Friday Night!

> PARMER COUNTY IMPLEMENT CO.




Frionan In Aggie Band Linda Jo Davis, daughter of
Mrs. Frances Davis and a 1965
graduate of Friona High School, is a member of the Aggie Band
at Panhandle A\&M College at at Panhandle A8M
Goodwell, Oklahoma. Miss Davis is a freshman
majoring in elementary educa CO\&fryouse NOTES






